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SAFEGUARDING YOUR FOOD AND DRUG SUPPLIES -- No. 29.

A radio talk by W. W. Vincent, chief, western district, Federal Food and Drug Administration, delivered Thursday, January 8, 1931, through Station KGO, San Francisco, and associated National Broadcasting Company stations, at 12:30 p.m., Pacific Time.

Folks, this is your government representative who for 29 weeks has been telling you how the food and drugs act insures the purity, wholesomeness, and honest labeling of the foods that you folks use and the purity and proper branding of your drug supplies. I have some new stations today so I will tell you that I have been in this business of enforcing the food and drugs act for over 14 years. In these talks, I have been telling of my personal experiences, my experiences with illegal products, my experiences with crooks of various descriptions--- as well as my experiences with honest and ethical manufacturers. I have been telling how the Government maintains the integrity of your food and drug supplies. I have covered many subjects: tea, eggs, sirups, health foods, fake anti-septics, jams and jellies, fish, including shellfish, poultry, and fat reducers. I have been supplying "Read-the Label" information free to all listeners who have written for it. My mailing list includes thousands of label readers. Many have informed me that they are becoming more intelligent and more discriminating buyers. You can believe every statement I make, no matter how unusual, no matter how incredible, no matter how amazing.

Today I will tell you something of vegetable oils, one of our most valuable food products, one of the most ancient in point of usage. The first manufacturer of a vegetable oil was probably an inhabitant of a tropical country who collected the oil running from broken cocoanuts exposed to the sun. I imagine the fruit oils, such as olive oil and palm oil, were the first of vegetable origin to be utilized for food. Oils obtained from seeds probably represented the next development, No doubt these were obtained by grinding the seeds between heavy stones, a practice still followed in some parts of the world.

Olive oil, one of our oldest food products, still remains one of the most esteemed. Three thousand years before Columbus discovered America they were using olive oil. You see references to olive oil in the Old Testament. The olive tree was prolific in the Land of Canaan. In 1491 B. C. not only was olive oil used both for food and lighting purposes, but for sacramental purposes as well. Much early literature makes reference to the olive and its oil. Homer in his Illiad mentions it as a luxury of the wealthy, prized highly for its value in the heroic toilet.

The warriors anointed themselves with oil after the bath. In 776 B.C., an olive wreath was the victor's prize in the Olympic games. I'm getting off my story. I aim to talk of olives later. I must stick to the oils today.

Your Food and Drug Administration has done a lot of work upon vegetable oils. The Notices of Judgment relate many instances wherein the food and drugs act has served to prevent not only the sale of adulterated or debased fruit oils, but likewise the sale of misbranded and short-measure oils. Olive oil, generally considered "ne plus ultra" of all vegetable food oils, accordingly has suffered the most adulteration.

I think I should tell you of one California firm and some of the activities of the Food and Drug Administration as they relate to this particular importing organization. The firm specialized in Italian olive oil for many years. The brands they handled were well known. But, shortly after the war, the Government caught this firm attempting to sell Spanish olive oil for Italian olive oil packed in Italy. At the time, the Spanish olive oil was a cheaper product, because Italy had as yet not removed her war embargo on the shipment of olive oil from that country. Such Italian olive oil as was available in this country at the time brought an unusually high price. This was not the only firm which tried to sell Spanish oil as Italian oil at that particular time. Government Notices of Judgment will tell you of others. The officials enforcing the Federal food and drugs act took action in this case---and in other cases--- to see that the firm labeled its olive oil correctly. Spanish olive oil, mind you, is a wholesome product, but the food and drugs act defines as illegal any misbranding, any false, deceptive or misleading statements on the labels of olive oil as well as other foods.

You might think that Government action taken in this case would have taught the firm the lesson that violating the law does not pay. Unfortunately, however, that action did not drive the lesson completely home, and in 1929, a Federal court at San Francisco fined that same firm \$500 for adulterating its olive oil with cottonseed oil. The court evidently believed this adulteration of the oil, an offense under the pure food law, serious, because it set a fine designed to impress the violator of the law with the seriousness of his offense.

I could tell you of many other cases where your Federal food officials have found violations of the law by olive oil importers or dealers. For example, in the fall of 1929, the United States Attorney for the District of Colorado, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of a consignment of olive oil shipped from New York. The Government charged--- and successfully defended its case--- that the oil had been adulterated with cottonseed oil. Furthermore, the Government charged misbranding, for the reason that the statement on the label implying that this oil was a pure olive oil, was false and misleading. The article was further misbranded

because the container failed to bear a plain and conspicuous statement of the quantity of contents. The quantity-of-contents statement printed on the label was proved to be incorrect. The oil was condemned and seized under the direction of the court.

And here is still another case where an importer shipped adulterated and misbranded olive oil in interstate commerce, and suffered penalty. In this case, the penalty exacted by the law was a \$200 fine.

You will find all of these cases and many others in the Notices of Judgment published by the Food and Drug Administration. I do not think I need to go further in showing you that adulteration and misbranding of olive oil are considered an offense under the pure food law, just as adulteration and misbranding of the many other foods I have talked about are considered offensive. But it is by legal actions such as these, that your Government protects your food and drug supply.

Now, for my "Read-the-Label" information. What is the distinction between an oil and a fat? It is purely physical. An oil is liquid while a fat is solid or semi-solid at atmospheric temperature. All fats become oils if sufficiently heated. Their compositions are similar, that is, they are chemical combinations of fatty acids and glycerine. Nearly all vegetable oils are edible. Edible oils are obtained in three ways: first, by rendering, that is, boiling out the oil with water or steam; second, by the expression of the oil from the fruit or seed by means of pressing; third, by extraction with solvents. Some oils must be refined before use and their palatability varies with the refining accorded. Most vegetable oils, except olive oil, with which you are familiar, such as cottonseed, corn oil, sesame seed oil, and peanut oil, are usually expressed by means of hydraulic pressure. Oils obtained at the first pressing are of the best grades and need no special refining. Second and third extractions are frequently made after suitable treatment of the pressed cake or marc remaining. The refining of the oil consists of treatment with steam or boiling water, with neutralization, perhaps, of any excess acid by means of alkali. Any suspended fruit or vegetable particles, resins, albumens, or mucilaginous substances, are largely removed by pressure filters. Many oils are clarified by passing through Fuller's Earth or over charcoal.

The term, "Salad Oil," includes any of the edible vegetable oils. If you desire olive oil, corn oil, or cottonseed oil, you should purchase material so labeled. Frequently the term, "Salad Oil," is modified to show the identity of the oil within the package, for example, "Made from Winter Pressed Cottonseed Oil." The term, "Winter Pressed," formerly meant cottonseed oil pressed out in the winter time when temperatures were low. I believe the term, "Winter Pressed," has lost its former significance and now is synonymous with "Cold pressed." Such statements mean that in the refining process the oil has been cooled to such point that most of the stearins, constituents which are solid at ordinary temperatures have separated out and been removed. Accordingly, your cottonseed oil no longer becomes cloudy in cold weather, or in the refrigerator, as was the case years ago. Remember, now, when you buy "Salad Oil" unqualified, you may receive any edible vegetable oil such as rape seed, sesame seed, peanut, cottonseed, or corn oil. You may even receive mixtures of these with perhaps some soya bean or kapok seed oils included. Some manufacturers

color their oils artificially by means of coal-tar dyes. These should be labeled "Artificially Colored." Recently we have found several lots that were not so labeled.

The term, "Sweet Oil," means olive oil, and "Virgin Olive Oil" we consider the highest grade of oil obtained from carefully selected stock by the so-called cold pressing process which without further treatment, except that of filtering and washing with water, is ready for use as an edible oil. My friends, I am sorry that I can not tell you that all the oil sold as "Virgin Olive Oil" is of but the first pressing. Chemistry does not permit us to detect second or third pressed oils when mixed with the first. Such terms as "Extra Virgin," "Superior Quality," "Highest Quality," "World's Choicest Product" and statements to the effect the oil has been produced from certain favored districts are largely the manufacturer's selling talk. Some packers of olive oil are disposed to make health claims on their olive oil packages and such expressions as "Promotes Glowing Health," "Promotes Physical Well-being," or "Enables you to Acquire Perfect Health and the Complexion which Accompanies it" are extravagant---they exceed the truth and are therefore unwarranted.

When you buy vegetable oils read the label. Look for the net contents statement. You will find that some of the so-called quart, half gallon and gallon cans do not contain full measure, although the dealer may say they do. A few States require the sale of only full gallons, half, or quart containers of olive oil---but since the majority do not, it is up to you to see that you get exactly what you pay for. Your Food and Drug Administration will see that such oil as is imported or shipped in interstate commerce is of the volume labeled and that the kind of oil within the container is as specified.

My friends, I could tell you many stories of our activity with respect to vegetable oils. You should know about the cooking compounds that are on the market, those hydrogenated vegetable oils, or mixtures of vegetable and fish oils. You should know something about lard. Next Thursday at this hour I will tell you about these products. Incidentally, I shall tell you another story. This time a mineral oil is substituted for vegetable oil.

If you desire this information on oils and the various other food products of which I have told you, drop a post card to W. W. Vincent, U. S. Food and Drug Laboratory, San Francisco, or to this station. It should make you a more careful, a more intelligent and a more discriminating buyer.